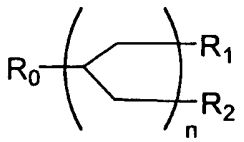
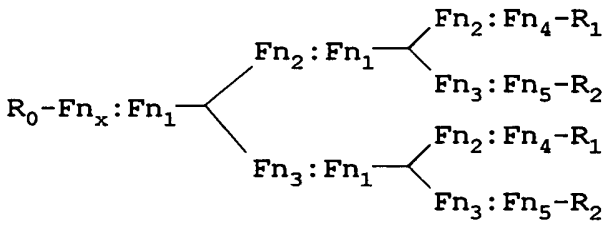
WHAT IS CLAIMED IS:

1. An amphiphilic compound having a dendritic branch structure having general formula (I):

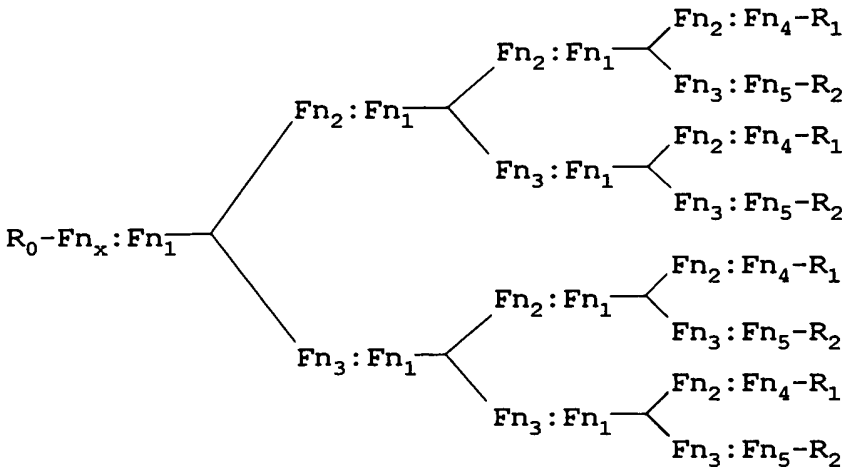


(I)

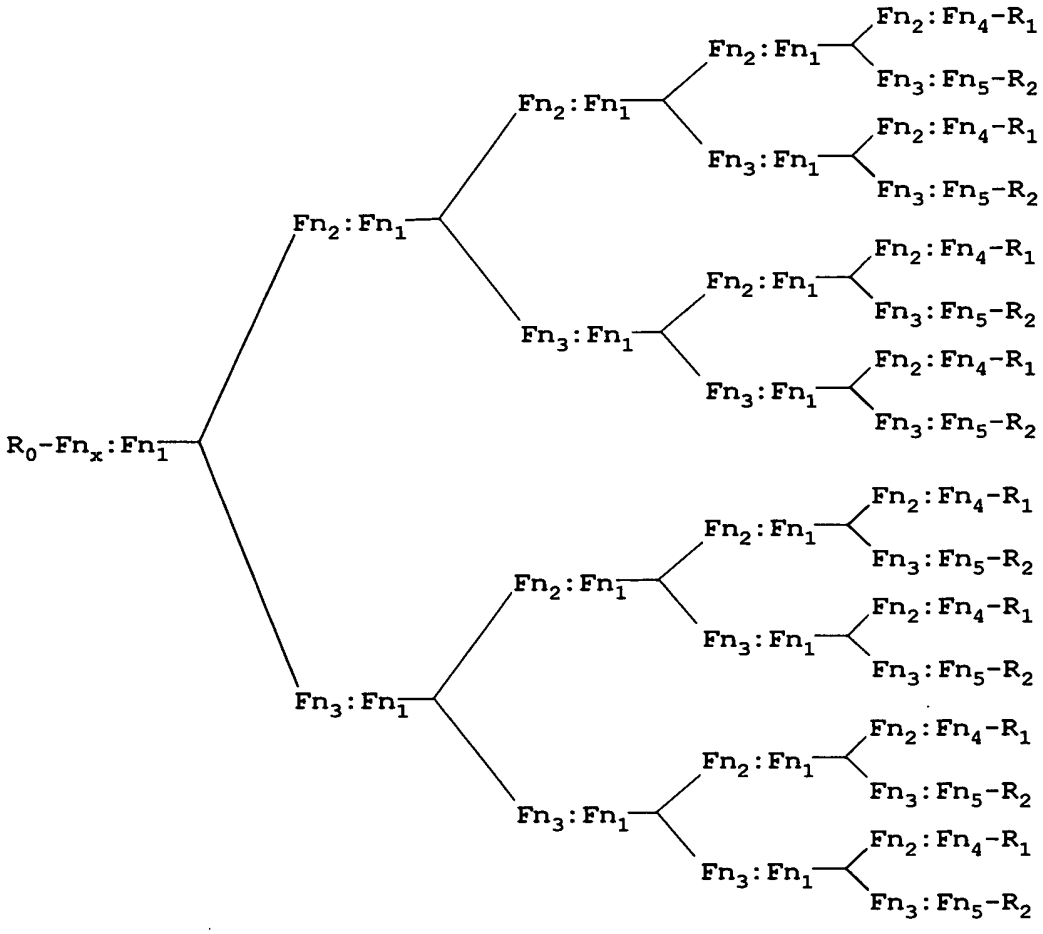
which is selected from the group consisting of an amphiphilic compound having a dendritic branch structure represented by the following formula (G), an amphiphilic compound having a dendritic branch structure represented by the following formula (H), and an amphiphilic compound having a dendritic branch structure represented by the following formula (J):



(G)


R0-Fnx:Fn1
Fn2:Fn1
Fn3:Fn1
Fn2:Fn1
Fn3:Fn1
Fn2:Fn1
Fn3:Fn1
Fn2:Fn4-R1
Fn3:Fn5-R2
Fn2:Fn4-R1
Fn3:Fn5-R2
Fn2:Fn4-R1
Fn3:Fn5-R2
Fn2:Fn4-R1
Fn3:Fn5-R2

(H)


R0-Fnx:Fn1
Fn2:Fn1
Fn3:Fn1
Fn2:Fn1
Fn3:Fn1
Fn2:Fn1
Fn3:Fn1
Fn2:Fn4-R1
Fn3:Fn5-R2
Fn2:Fn4-R1
Fn3:Fn5-R2
Fn2:Fn4-R1
Fn3:Fn5-R2
Fn2:Fn4-R1
Fn3:Fn5-R2
Fn2:Fn4-R1
Fn3:Fn5-R2
Fn2:Fn4-R1
Fn3:Fn5-R2
Fn2:Fn4-R1
Fn3:Fn5-R2

(J)

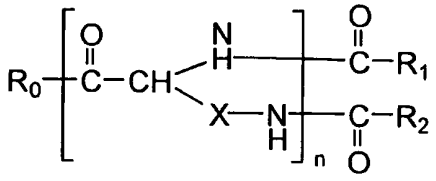
where Fn_X, Fn_1, Fn_2, Fn_3, Fn_4 and Fn_5 respectively represents a functional reactive group, each of which is bonded to a neighboring functional reactive group; R_0 is a hydrophilic group; R_1 and R_2 are independently a hydrophobic group; and n is an integer of 2 to 4.

2. The amphiphilic compound according to claim 1, wherein said functional reactive group is bonded through amide bond or ester bond.

3. The amphiphilic compound according to claim 1, wherein said R_0 is poly- or oligo-oxyethylene derivative, poly- or oligo-saccharide derivative, or poly- or oligo-peptide.

4. The amphiphilic compound according to claim 2, wherein said R_0 is poly- or oligo-oxyethylene derivative, poly- or oligo-saccharide derivative, or poly- or oligo-peptide.

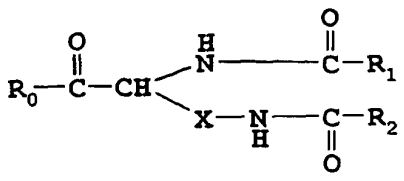
5. An amphiphilic compound having a dendritic branch structure having general formula (II):



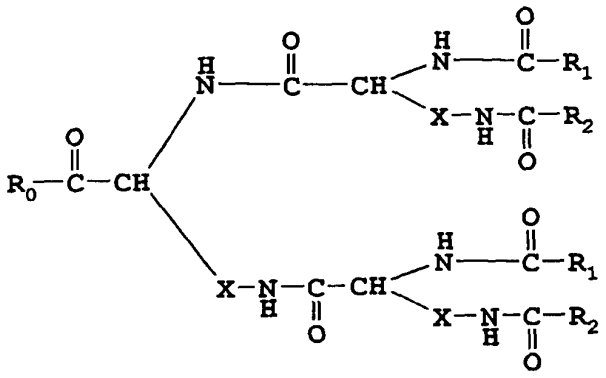
(II)

which is selected from the group consisting of an amphiphilic compound having a dendritic branch structure represented by the following formula (II-1), an amphiphilic compound having a dendritic branch structure represented by the following formula (II-2), an amphiphilic compound having a dendritic branch

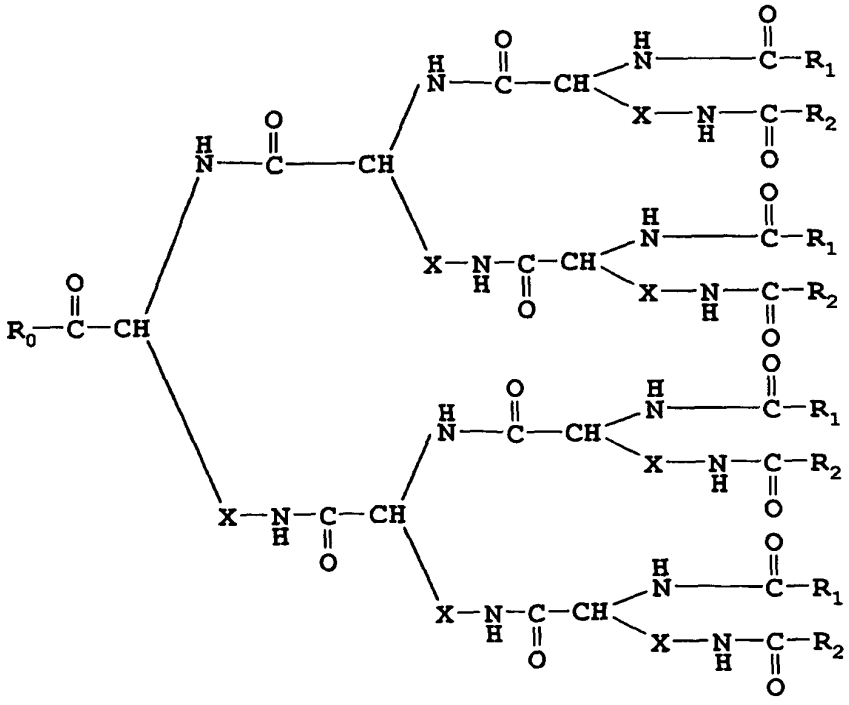
structure represented by the following formula (II-3), and an amphiphilic compound having a dendritic branch structure represented by the following formula (II-4):



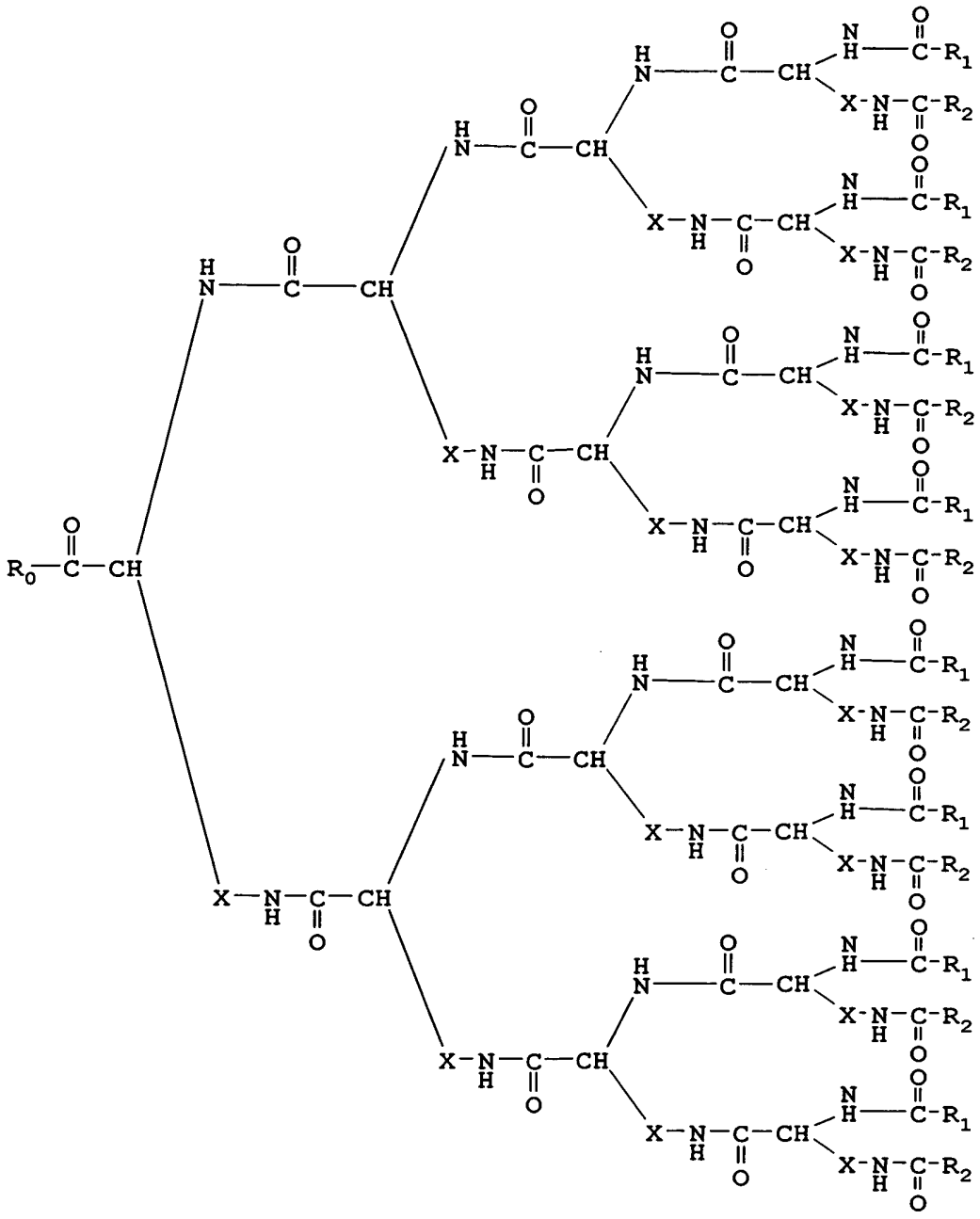
(II-1)



(II-2)



(II-3)



(II-4)

where R_0 is a hydrophilic group; X is $-(CH_2)_4-$ or $-(CH_2)_p-CO-$ (wherein p is 1 or 2); R_1 and R_2 are independently a hydrophobic group; and n is an integer of 1 to 4.

6. The amphiphilic compound according to claim 5, wherein said compound is represented by said formula (II-2), said formula (II-3) or said formula (II-4).

7. The amphiphilic compound according to claim 5, wherein each of said R_1 and R_2 is independently an alkyl group.

8. The amphiphilic compound according to claim 7, wherein said alkyl group contains 1 to 30 carbon atoms.

9. The amphiphilic compound according to claim 6, wherein each of said R_1 and R_2 is independently an alkyl group.

10. The amphiphilic compound according to claim 9, wherein said alkyl group contains 1 to 30 carbon atoms.

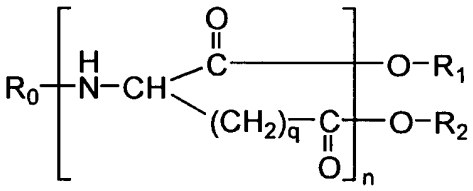
11. The amphiphilic compound according to claim 5, wherein said R_0 is poly- or oligo-oxyethylene derivative, poly- or oligo-saccharide derivative, or poly- or oligo-peptide.

12. The amphiphilic compound according to claim 6, wherein said R_0 is poly- or oligo-oxyethylene derivative, poly- or oligo-saccharide derivative, or poly- or oligo-peptide.

13. The amphiphilic compound according to claim 5, wherein said R_0 is represented by a formula: $R\text{-}(OCH_2CH_2)_mCH_2NH\text{-}$ or $R\text{-}(OCH_2CH_2)_mOCH_2C(O)NHCH_2CH_2NH\text{-}$ where R is H-, CH_3-, $CH_3C(O)$-, $HOOCCH_2$-, $H_2NCH_2CH_2NHC(O)CH_2$-, or poly- or oligo-peptides; and m is an integer of 1 to 3000.

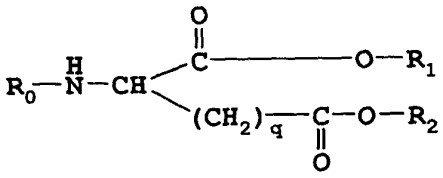
14. The amphiphilic compound according to claim 6, wherein said R_0 is represented by a formula: $R-(OCH_2CH_2)_mCH_2NH-$ or $R-(OCH_2CH_2)_mOCH_2C(O)NHCH_2CH_2NH-$ where R is H-, CH_3-, $CH_3C(O)-$, $HOOCCH_2-$, $H_2NCH_2CH_2NHC(O)CH_2-$ or poly- or oligo-peptides; and m is an integer of 1 to 3000.

15. An amphiphilic compound having a dendritic branch structure having following general formula (III):

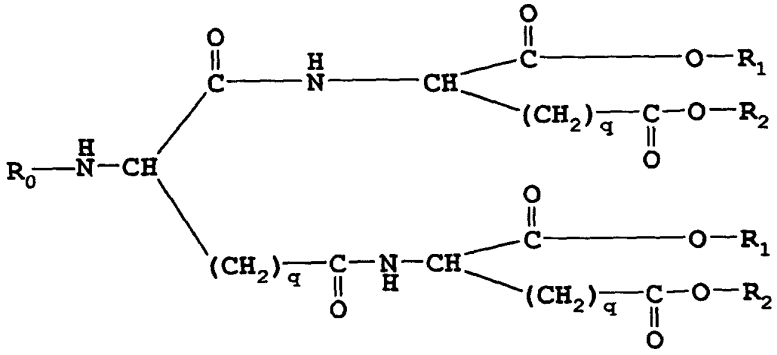


(III)

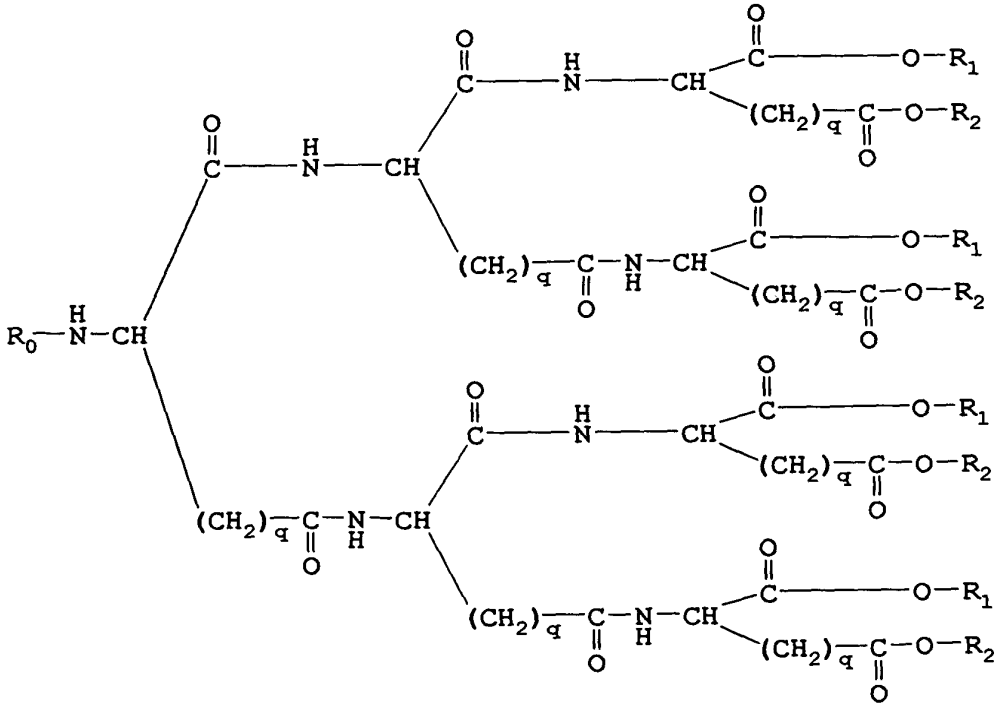
which is selected from the group consisting of an amphiphilic compound having a dendritic branch structure represented by the following formula (III-1), an amphiphilic compound having a dendritic branch structure represented by the following formula (III-2), an amphiphilic compound having a dendritic branch structure represented by the following formula (III-3), and an amphiphilic compound having a dendritic branch structure represented by the following formula (III-4):



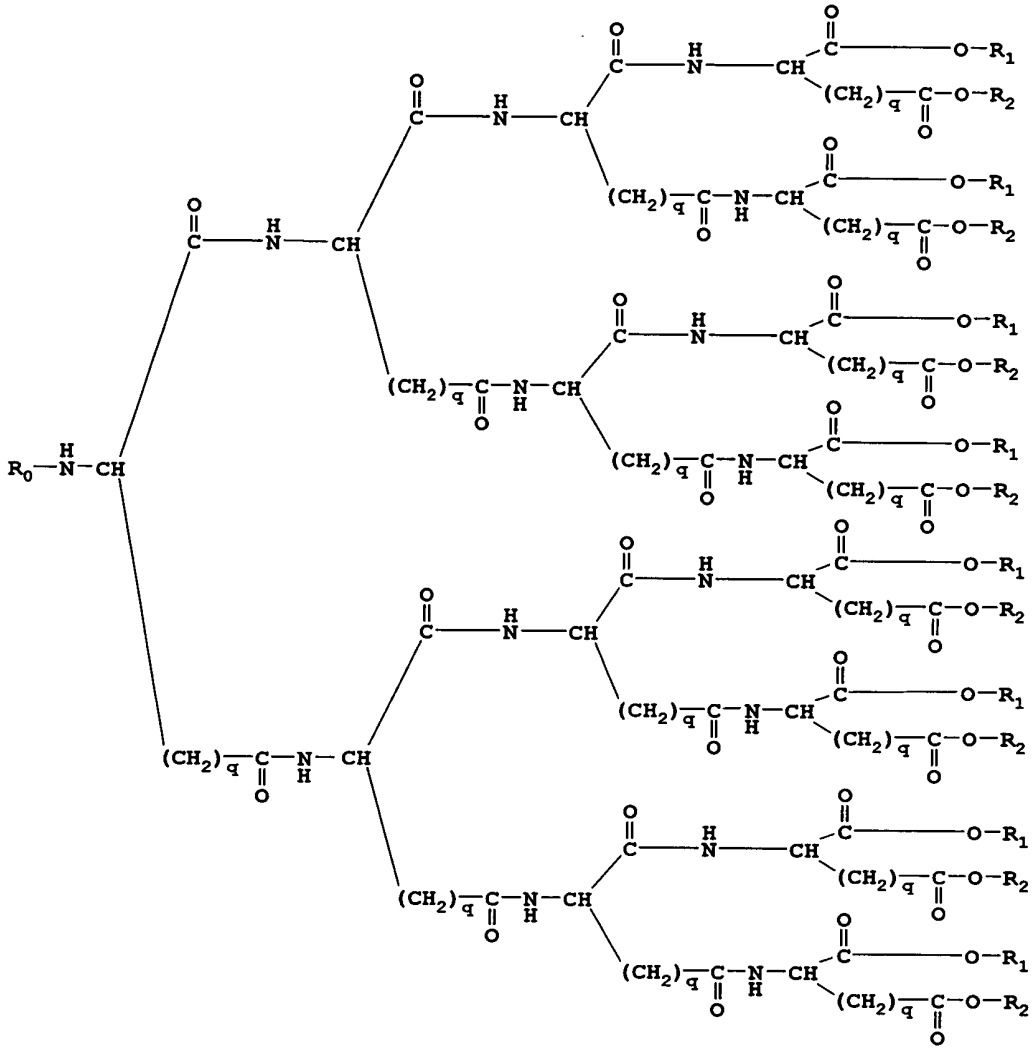
(III-1)



(III-2)



(III-3)



(III-4)

where R_0 is a hydrophilic group; R_1 and R_2 are independently a hydrophobic group; n is an integer of 1 to 4 and q is 1 or 2.

16. The amphiphilic compound according to claim 15, wherein said compound is represented by said formula (III-2), said formula (III-3) or said formula (III-4).

17. The amphiphilic compound according to claim 15, wherein each of said R_1 and R_2 is independently an alkyl group.

18. The amphiphilic compound according to claim 17, wherein said alkyl group contains 1 to 30 carbon atoms.

19. The amphiphilic compound according to claim 16, wherein each of said R_1 and R_2 is independently an alkyl group.

20. The amphiphilic compound according to claim 19, wherein said alkyl group contains 1 to 30 carbon atoms.

21. The amphiphilic compound according to claim 15, wherein said R_0 is poly- or oligo-oxyethylene derivative, poly- or oligo-saccharide derivative, or poly- or oligo-peptide.

22. The amphiphilic compound according to claim 16, wherein said R_0 is poly- or oligo-oxyethylene derivative, poly- or oligo-saccharide derivative, or poly- or oligo-peptide.

23. The amphiphilic compound according to claim 15, wherein said R_0 is represented by a formula: $R-(OCH_2CH_2)_mCH_2NH-$ or $R-(OCH_2CH_2)_mOCH_2C(O)NHCH_2CH_2NH-$ (wherein R is H-, CH_3-, $CH_3C(O)-$, $HOOCCH_2-$, $H_2NCH_2CH_2NHC(O)CH_2-$ or poly- or oligo-peptides; and m is an integer of 1 to 3000.

24. The amphiphilic compound according to claim 16, wherein said R_0 is represented by a formula: $R-(OCH_2CH_2)_mCH_2NH-$ or $R-(OCH_2CH_2)_mOCH_2C(O)NHCH_2CH_2NH-$ wherein R is H-, CH_3-, $CH_3C(O)-$, $HOOCCH_2-$,

$H_2NCH_2CH_2NHC(O)CH_2$- or poly- or oligo-peptides; and m is an integer of 1 to 3000.